From:	Nicole Thorne
To:	Hughes, Ernie
Cc:	Tucker-Potter, Stacy; Nicole Thorne; Rellen Hayes
Subject:	(Case 658037) Truman State Artwork First Steps
Date:	Tuesday, September 10, 2019 4:48:57 PM

Good evening Dr. Ernie and Stacy,

I hope this email finds you well! My name is Nicole Thorne and I am the Account Management Coordinator here at PCI. I am following up for Rellen Hayes on the **Cover and Intro designs** that we will need to complete your directory project. We are hoping to have all directory artwork in from you by **December 9th**, and all apparel artwork in by **October 11th** — if possible.

As a reminder, your publication specs are:

• 6 x 9, 16 page, black and white intro section

• Full color, hardbound cover

Cover and Intro files will need to be ''print-ready,'' which means:

- All design, layout, editing, proofreading, and internal approvals have been completed and the pieces are ready to go to the printer.
- Ideally, there should be no content changes to these pages after they are submitted, which helps your project move forward on schedule.
- Designs should be laid out in a ''press-friendly'' program. We recommend InDesign. Applications such as Word or Publisher lack the capabilities to produce a product that meets the level of standards your brand deserves.

The cover should contain a front, spine, and back cover design.

The intro should be 16 pages and black and white**. Your intro must include a title page, copyright page, and a table of contents, all of which are laid out in the template that I will upload to a shared Dropbox folder.** Other than those requirements, you may include any subject matter that you would like**.**

For both the cover and intro components, we will need:

• InDesign File (INDD file), or native files that the art was created in.

• IDML file

• PDF that is print ready--300 dpi or higher including crop marks and bleed marks

• Links folder – containing all images that you used and your logo

• Fonts – all fonts used in the documents

For the apparel (sweatshirt/ t-shirt set), we will need a **vector logo**—which may include up to

4 colors—and the corresponding PMS colors.

We will also need **a simple vector logo** for your travel bags. Both of these logos need to be saved as an **EPS, Ai, or PDF file**.

Lastly, please specify where you would like the logo to be located on your shirts:

1. Large and centered, front of shirt
2. Large and centered, back of shirt
3. Smaller and over the left breast

Please send Apparel artwork **by October 10th.**

I will set up a shared Dropbox folder for you to upload your files once they are ready.

If you have any questions, please do not hesitate to contact Rellen or me. Otherwise, I look forward to hearing back from you soon!

Best regards,

Nicole Thorne
Publishing Concepts | Account Management Coordinator
Proud PCI Associate since 2017